



TENNESSEE DEPARTMENT OF
EDUCATION
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eBusiness Communications

Primary Career Cluster:	Business, Management & Administration
Consultant:	Joy Smith, (615) 532-6248, Joy.Smith@tn.gov
Course Code(s):	5888
Recommended Prerequisite(s):	Document Formatting (5909), Computer Applications (5891/3638/3721), Word Processing (5912)
Credit:	1
Grade Level:	10-12
Aligned Student Organization(s):	DECA: www.decatn.org FBLA: www.fblatn.org Sarah Williams, (615) 532-2829, Sarah.G.Williams@tn.gov
Teacher Resources:	http://www.tn.gov/education/cte/BusinessManagementAdministration.shtml

Course Description

eBusiness Communications is the study of oral, written, and electronic communications in a global society. Components of communication include the sender, the message, the receiver, the feedback, and the channel. The purposes of communication are to build goodwill, persuade, obtain, or share information and build self-esteem.

The course will address the use of Internet developing concepts, particularly those related to Web browsers, navigators, search engines, online communication methods, home and Web site design concepts, transferring data, downloading files, security procedures, and Internet navigational tools. The student will choose and use appropriate tools when completing Internet applications using the Internet for research and validation of research data for written and oral business communications. Emphasis will be placed on electronic research, business report writing, business correspondence, enhancement of oral presentations with electronic media and communications applying current technology. *(This course requires access to a computerized workstation for each student with Internet connection and document processing and presentation management software.)*

Course Standards

Standard 1.0

The student will develop and apply concepts related to human relations, safety, career development, communications and leadership skills for a global workplace.

The student will:

- 1.1 Demonstrate sensitivity to personal, societal, corporate, and governmental responsibility to community and global issues.
- 1.2 Demonstrate the interpersonal, teamwork, and leadership skills needed to function in diverse business settings, including the global marketplace.
- 1.3 Communicate effectively as writers, listeners, and speakers in diverse social and business settings.
- 1.4 Apply the critical-thinking and soft skills needed to function in students' multiple roles as citizens, consumers, workers, managers, business owners, and directors of their own futures.
- 1.5 Analyze and follow policies for managing legal and ethical issues in organizations and in a technology-based society.
- 1.6 Investigate the life-long learning skills that foster flexible career paths and confidence in adapting to a workplace that demands constant retooling.
- 1.7 Assess personal skills, abilities, aptitudes, and personal strengths and weaknesses as they relate to career exploration and apply knowledge gained from individual assessment to research and develop an individual career plan.
- 1.8 Examine the goals and principles of Future Business Leaders of America.
- 1.9 Investigate online and office safety procedures and pass a written safety examination with 100% accuracy.
- 1.10 Demonstrate parliamentary procedure through office staff/chapter organizational meetings.
- 1.11 Apply appropriate typography concepts to industry documents.

Sample Performance Task

- Use the Internet to research health and safety issues in a computer work environment. Compose and assemble a safety manual, using appropriate typography concepts. Develop a presentation on right-to-know laws and any other laws required for safety.

Standard 2.0

The student will examine basic communication components and the information processing cycle.

The student will:

- 2.1 Analyze the various aspects of written, verbal, and nonverbal communication used in business.
- 2.2 Select and use modes of communication appropriate to specific situations.
- 2.3 Examine and evaluate barriers to different methods of communication.

Sample Performance Task:

- Student evaluates a speaker's verbal and nonverbal skills. Play videotape once with sound to judge for pitch, flow, volume, and grammar usage. Play the videotape a second time to judge for nonverbal communications, such as hand gestures and facial expressions.



Standard 3.0

The student will examine and practice the grammar, mechanics, and process of composing business communications.

The student will:

- 3.1 Correctly use parts of speech and components of sentence structure to compose business communications.
- 3.2 Correctly apply mechanics of punctuation, capitalization, and number expression when composing business communications.
- 3.3 Apply the writing process to plan, compose, and edit effective business communications.

Sample Performance Task

- Using a collaborative tool like Wikispaces, the teacher posts a document containing a variety of errors in grammar, mechanics, and organization. Students will review and revise the document until the message is acceptable.

Standard 4.0

The student will demonstrate the ability to produce professional business correspondence.

The student will:

- 4.1 Compose and format letters, memos, and other documents for formal business correspondence.
- 4.2 Differentiate among approaches used in composing different types of messages (positive/neutral, negative, persuasive).
- 4.3 Plan and construct effective neutral and positive messages to clients and customers.
- 4.4 Critique and revise negative messages to clients and customers.
- 4.5 Develop persuasive messages to clients and customers.

Sample Performance Task

- Create a press release expressing the opinions of peers regarding a current event or an issue.

Standard 5.0

The student will examine and apply the fundamentals of communications technology in the workplace.

The student will:

- 5.1 Compare and contrast the evolving impact of electronic communications on business and the consumer in a global business community.



- 5.2 Evaluate the potential benefits and problems in the future of electronic communications (including but not limited to confidentiality, security, legal issues, professionalism).
- 5.3 Collaborate with peers and others through the use of emerging electronic communications tools.

Sample Performance Task

- Student researches how businesses in their community use networks and the Internet.

Standard 6.0

The student will demonstrate the ability to utilize electronic research tools to gather, manipulate, and report data in accepted business formats.

The student will:

- 6.1 Assess the validity of sources available online.
- 6.2 Compare the results of various Internet search engine resources and methodologies.
- 6.3 Construct a list of online reference information sources.
- 6.4 Analyze collected data to produce a reader-friendly table or graphic representation. (*Math Learning Expectations CLE 3102.5.1; CLE 3102.5.2; CLE 3103.2.3*)
- 6.5 Create a properly formatted report using accepted business practices.
- 6.6 Examine proper Internet citations used for educational and business reporting.

Sample Performance Task

- Students will utilize search engine procedures to plan the Future Business Leaders of America CEO's travel and agenda for one domestic and one international business trip. Information relating to airline schedule, hotel accommodations, auto rental and points of interest, as appropriate, for the itineraries should be provided in printed form. Provide information on currency exchange.

Standard 7.0

Students will demonstrate the use of communication methods on the Internet/intranet.

The student will:

- 7.1 Maintain an e-mail account with an electronic address book for business communications.
- 7.2 Assess advantages and disadvantages of various electronic communication methods.
- 7.3 Examine proper use of e-mail and other appropriate Internet/intranet communication capabilities, including business-related terminology and language.
- 7.4 Design electronic greetings formats.
- 7.5 Demonstrate the ability to send file attachments by e-mail.



Sample Performance Task

- Students prepare electronic messages, using correct grammar, sentence structure, and punctuation, in an appropriate format for the Internet/intranet communication tool. After completion, students will provide printed topics of edited messages.

Standard 8.0

The student will demonstrate proficiency in organizing, maintaining, and transferring data files.

The student will:

- 8.1 Organize computer storage (electronic media by using several file management functions, such as sharing, moving, saving, and deleting files).
- 8.2 Differentiate between downloading and uploading procedures.
- 8.3 Compare and contrast shareware, freeware, and limited use products.
- 8.4 Recognize the types of files such as compression, decompression, and self-extracting.

Sample Performance Task

- Students will locate an approved shareware program relevant to the class activity. Students would then submit a listing of files to be downloaded and the cost for use of the shareware with payment procedures before downloading and installing a file on their computers.

Standard 9.0

The student will demonstrate the ability to communication orally using effective verbal and nonverbal skills as well as supportive presentation technology.

The student will:

- 9.1 Evaluate nonverbal gestures and expressions for unintended messages.
- 9.2 Apply techniques for improving listening skills.
- 9.3 Develop and give an oral speech.
- 9.4 Apply concepts of verbal/nonverbal communications and presentation management to prepare an oral presentation using electronic visual aids.

Sample Performance Task

- Choose an approved topic or problem to be researched. Prepare a three-to-five minute speech to be given before the class.

Standard 10.0

The student will integrate multiple forms of communication in the successful pursuit of a career.



The student will:

- 10.1 Analyze personal interests, strengths and weaknesses as the first step in choosing a career.
- 10.2 Research possible professions, demographic trends, industries and prospective employers.
- 10.3 Appraise the value of networking during job evaluation and research.
- 10.4 Assemble an online career portfolio including but not limited to an application letter and resume.
- 10.5 Communicate in employment-related situations in a businesslike fashion by electronic and traditional means.
- 10.6 Determine the impact of electronic communications on education and career preparation.

Sample Performance Task

- Students participate in and analyze mock interviews, emphasizing critical times at the beginning and ending of an interview.

